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**DIRECTIONS**  
in  
**CITIZEN PLANNING**  
for  
**WELFARE IN EDMONTON**

**ANNUAL REPORT**  
**FOR 1957**



**EDMONTON**  
**COUNCIL OF**  
**COMMUNITY SERVICES**

Room 630, 10205 - 99th St. Edmonton, Alberta

## THE PRESIDENT'S REPORT

### AN INTRODUCTION

In the following pages you will find a record of another year's achievements. The achievements are substantial and in the record is written the work of many people.

The Council faces many problems of coordination and planning and its general method is to establish committees around each "Problem Area". These problems have been approached with intelligence and understanding as a reading of the report will indicate. Our sincere thanks go to the chairmen and the members of their committees.

For those of you reading the report for the first time, it will give you a picture of the work and undertakings of a community planning council. For those of you familiar with councils it will give you an overall view of the work undertaken and achieved in the past year. Added to past annual reports, it provides an historical document of the development of welfare planning in Edmonton.

However, you will not find any statement as to the part played by our very valuable and hard working staff, nor will you find any comment on the role of the Board of Directors.

Your Board of Directors has worked diligently to provide overall direction to the work of the Council, and I wish to extend to them on your behalf our appreciation for many hours of labour voluntarily and cheerfully given.

Special mention should be made of the services of four retiring directors; Mrs. Armour Ford, Mrs. E.F. Foy, Dr. Herbert Meltzer and Mr. Marcel Lambert. Mrs. Ford is moving from Edmonton. Mrs. Foy has served as a member of the Board for the past three years. Dr. Meltzer has served for six years as a director and one year as president. Mr. Lambert submitted his resignation because of his new responsibilities in Ottawa. To all we extend our thanks and best wishes.

A study made by Mr. Bud MacAuley, Personnel Officer of the City of Edmonton concluded that the present arrangement for a joint staff with the Edmonton Community Chest is a most economical and effective arrangement. Our thanks go to Mr. MacAuley for his study and his comments are well justified in terms of the heavy volume of work achieved by staff members under the skill and direction of Mr. Wm. Nicholls, our Executive Director.

Mr. Gus deCocq will be returning to take up his task as Executive Assistant. He has spent the past year at the School of Social Work, University of Washington, Seattle. His work has been capably carried forward by Mrs. G.R. Welsby. Members of the joint office staff contributed in no small measure to the effective work achieved during 1957. The new accommodation in the Civic Block has added to the efficient operation of the office.

The ultimate effectiveness of the Council lies in its relationship to its member agencies. It has been notable this year that mutual understanding exists between the members of the Council and between agencies and the Council itself. This is evidenced by the fact that agencies have brought their problems to the Council and have contributed greatly by participating in studies, in developing plans and in working closely together to solve problems of mutual concern. We are grateful for this confidence and in years ahead re-dedicate ourselves to the task of collaborating with and assisting them to provide better services to the people of our community who are in need.

E. S. Bishop,  
President.

EDMONTON COUNCIL OF COMMUNITY SERVICES

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Representatives Community Chest - Mr. R.M. Scott  
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Committee Chairmen: Mrs. A.J. Lobsinger, Study of Aging  
Mr. J.C. Ready, Transients  
Miss A. Marchand, Social Service Exchange  
Mrs. C.J. Farrell, Misericordia Social  
Service Department

Joint Staff (Council of Community Services and Community Chest)

Executive Director - W.M. Nicholls  
Executive Assistant (Council) - G.A. deCocq (on educational leave  
Sept. 15, 1957 - June 15, 1958)  
Acting Executive Assistant - Mrs. G.R. Welsby (from Sept. 1, 1957)  
Youth Services Coordinator - David Critchley  
Executive Assistant (Chest) - C.J. Bowie-Reed (to April 1, 1958)  
Executive Assistant (Chest) - D.D. Clayton (from March 15, 1958)

# DIRECTIONS IN CITIZEN PLANNING FOR WELFARE IN EDMONTON

Directions in citizen planning for welfare in Edmonton has been chosen as a theme to describe the efforts of citizens and local groups through the Edmonton Council of Community Services in the period from May, 1957 to May, 1958. To find directions in a field where so many organizations are involved in meeting a multitude of problems involves a considerable amount of study and good judgment in deciding which direction should be pursued at any one time. The following report reflects the directions laid down by the Board of Directors of the Council in collaboration with groups in this community who voiced particular concerns.

Literally hundreds of hours have been spent by citizens in Edmonton during the past year trying to establish needed direction for our social welfare efforts. In almost all instances the report which follows has been compiled from reports written by volunteer chairmen of committees and projects.

Reports have been assembled in groups - each section indicates a main function for which the Council exists. This is the fourth year the report has been presented in this way so that it is now possible to ascertain the main trends of the Council's work from these annual reports.

## COORDINATION OF COMMUNITY SERVICES

For the past seventy-five years efficiency and economy in providing services have been accepted as watchwords in the welfare field. Promotion of efficiency and economy and the elimination of duplication through coordination of services is a basic function of the Council of Community Services.

I. REPORT OF YOUTH SERVICES DIVISION (1957-1958) - The Youth Services Division of the Council came into being during the last year after careful study and planning carried on since 1955 by an Interim Steering Committee appointed by the Mayor.

Joint meetings of the Interim Committee and members nominated to the Executive of the proposed Division planned the official inauguration of the Youth Services Division, which took place at a General Meeting of representatives from youth serving organizations October 2nd, 1957 in the new

City Hall. Mayor Hawrelak spoke on the history of the formation of the Division, and Mr. Critchley was introduced. The meeting then formed "buzz" sessions for a discussion of problems facing youth workers. The Executive Committee elected represented the following community groups:

EDUCATION	- Mr. T. D. Baker
WELFARE	- Mr. A. Dorosh
PUBLIC RECREATION	- Mr. Earl Samis
PRIVATE YOUTH SERVING ORGANIZATIONS	- Mrs. R. Archibald
CLERGY	- Rev. W.E. Mullen Fr. W. Irwin
DELINQUENCY OR CORRECTION SERVICES	- Judge A. Bisset
FRATERNAL	- Mr. W. Pettigrew
YOUTH COUNSELLING	- Fr. W. Fitzgerald

At the first meeting of the Executive officers were chosen and subsequently confirmed by the Board of the Council. Members drew the following terms of office:

THREE YEAR TERM: Mrs. R. Archibald, Mr. T.D. Baker, and Mr. W.H. Pettigrew  
TWO YEAR TERM: Fr. W. P. Fitzgerald, Fr. W. Irwin, and Mr. A. Dorosh  
ONE YEAR TERM: Judge A. Bisset, Rev. W.E. Mullen, and Mr. E. Samis

Rev. W. E. Mullen was elected Chairman and Fr. W.P. Fitzgerald, Vice-chairman.

A number of matters were undertaken by the new Division:

1. FALL INSTITUTE - Members of the Executive took part in the Fall Institute sponsored by the Council and presented a panel on "The Kid Who Doesn't Fit In". Two important matters coming out of the Institute concerned the Executive and we sought to draw attention of the proper authorities to these:

(a) the need to secure in Edmonton more well qualified psychiatrists, psychologists and caseworkers for more clinical teamwork with disturbed youth;

(b) the need for a centre for the diagnosis and treatment of seriously disturbed children.

2. CONSTITUTION - A Committee was appointed to draw up a Constitution defining responsibilities and policies of the Division. This was approved for circulation.

3. LEADERSHIP MEETING - Youth groups have indicated a real need in the area of recruiting and training leaders for work in the Youth field. The Executive are working to help meet this need through cooperative action.

4. BOOK REVIEWS - The Executive thought it would be helpful in Youth Work generally if the Coordinator would submit reviews of books in this field to the Edmonton JOURNAL, and this is being done.

5. McVAY VISIT - Mr. McVay, Youth Organizer for the Island of Guernsey, was in Edmonton January 9-14. Mr. Critchley took him to visit Church, Farm, and other Youth Groups in the area. The visit was very profitable both for Mr. McVay and for us in the overall picture of our work.

6. MONTHLY MEETINGS OF AGENCIES - Personnel of youth serving agencies were circulated to ascertain the desire for regular meetings to consider questions of mutual interest, and the response was quite favorable. Co-ordinated effort in taking up the problems is proving helpful to many groups. An example is the meeting of those concerned in the control and prevention of delinquency.

7. DELINQUENT AND PRE-DELINQUENT CHILDREN - Meetings were held where personnel of the various departments of Government and Agencies were brought together to discuss the question of juvenile delinquency prevention and control. These discussions have been felt to be very useful. It is encouraging to those involved in their own area of the work to meet others and to get more of the total picture of what is being done, and where referrals might be made. Last year 50% of the juvenile cases in the Province came before Court in Edmonton. There were 4 complaints in Edmonton to every 1 in Calgary; the need is real for co-ordinated effort.

8. YOUTH SERVICES SURVEY - A considerable amount of work was done by the Coordinator in carefully preparing a questionnaire for distribution to organizations working with youth. Two results in particular are expected from the survey:

- i) areas of need for co-ordination, leadership, and further study will be brought to light;
- ii) an indexed and classified Directory of Youth Services in the City will be compiled and distributed.

A great deal could be said about the groups that have been visited and addressed by Mr. Critchley, and the challenges in the community that have confronted the new Division. A tremendous field of work continues to unfold before the Executive. We are convinced that the task assigned us is an urgent and worthy one, and confident we can do something about it.

The Executive Committee through me would wish to express our appreciation to those who planned the formation of the Division so carefully, and to our able and enthusiastic Coordinator, Mr. David Critchley, for his excellent work.

W. E. Mullen,  
Chairman,  
Executive Committee,  
Youth Services Division.

II. COORDINATION OF REHABILITATION SERVICES IN EDMONTON - During the past year a joint committee of the Edmonton Rehabilitation Study Group and the Council of Community Services has been working to establish direction for the coordination of rehabilitation services in this community. In April, 1957 the joint committee which had been asked to recommend on the best ways in which coordination could take place, sent out a questionnaire to 34 organizations active in the rehabilitation field. The survey was intended to get the response of these organizations toward a proposed coordinating body and also to find out the specific places where coordination was needed. Replies were received from nearly all organizations and were compiled in a large and useful report. Some of the most important observations from the survey were as follows:

- 1) There is deep concern over the possible duplication of services.
- 2) There are many instances where needs for auxiliary or extended services are pointed out.
- 3) There is a concern for more and trained staff in the field.
- 4) There is a basic job of mutual understanding of what each organization is doing.
- 5) There is a need to work out satisfactory channels of communication and referrals on inter-agency basis.
- 6) There appears to be as great a concern for the extension of existing facilities or the establishment of new facilities as there is for coordination.

The joint committee then went on to recommend certain steps be taken to establish suitable machinery to carry on coordination activity: that the Edmonton Rehabilitation Study Group become affiliated with the Council as a member group - the Study Group in itself carries on an educational program with a large number of groups in this field. A standing committee composed of nine members was recommended be set up within the Council of Community Services. Four representatives were to be chosen by the Edmonton Rehabilitation Study Group and five by the Council - these members were to represent government services, voluntary agencies, and members at large. The Study Group would carry on its regular program but would pass on its concerns about coordination for study and recommendation by the Standing Committee.

At this point the recommendations of the Joint Committee have been accepted by the Study Group and the Council and a committee has been constituted and is ready to pick up its work.

There have been a number of valuable by-products of this lengthy study. There is a much better and broader understanding of services and the need for coordination in this field. A conscious decision to set up suitable coordinating machinery was taken only after very careful consideration of the need. One major consideration is still unsolved - although this work must get under way immediately the Council is handicapped in having insufficient staff services available to carry forward this work as a major undertaking.



As the work of the Joint Committee has been carried out the Committee has been dissolved. I would like to take this opportunity to thank those members who gave of their valuable services.

Fred U. Brown,  
Chairman.

III. COMMITTEE ON SERVICES TO TRANSIENTS - Since its establishment in June, 1952, this Committee has been working on the problem of essential and coordinated services to transients (male) which has been a continuing problem for some time.

For several years, the efforts of the committee seemed to be ineffective. A trial of a Central registry was discontinued after a short period. The Committee is still of the opinion that a Central registry is advisable.

Anticipating a greater problem in the city during the past winter, representation was made to the office of Honourable R.D. Jorgenson, Minister of Public Works, at which time the concerns of the Committee were shared with Welfare officials.

Mr. Jorgenson appointed a committee to make a study of the movement of transients and the type of services available in the city in the event of greater need during the winter months. As a result of the report of this Committee, the Welfare Department, recognizing the need for additional facilities, secured these. Although more than double the number of single transients needed assistance this winter, the ongoing service of local agencies and the expanded service of the Provincial Welfare Department made it unnecessary for any single transient to be without food or shelter.

The Transients Committee reviewed the situation in January and members of the Committee have continued to observe local conditions with the view of taking action as the situation may warrant.

J. Clark Ready,  
Chairman.

IV. COMMITTEE ON WELFARE OF IMMIGRANTS - The "Thinking" Committee, which was formed by the Council's Board of Directors in March 1957, to evaluate on behalf of its member agencies the long-term social welfare planning for refugees, was reorganized into an Ad Hoc Committee on Welfare of Immigrants towards the end of last year. At that time it was thought that the questions with which the Thinking Committee had been concerned were superseded by the large number of immigrants other than Hungarians who had also arrived in this community.

The Ad Hoc Committee decided to explore the following areas relative to the welfare of immigrants in general:

- 1) Housing
- 2) Health
- 3) Education
- 4) Employment
- 5) Social Program

The Committee studied these areas with the cooperation of representatives of agencies and individuals most familiar with the question. Their findings, as presented in a report to the Council of Community Services on April 7th, 1958, indicated that all areas analysed by this Committee showed an uncoordinated effort on behalf of immigrant welfare. There seems to be confusion between Federal and Provincial responsibility in the Medical Services area and an imbalance of resources and use in the field of education. As regards employment, it was thought that some preference is given to the new immigrant due to his willingness to serve at a lower salary than the average resident; and this has created a certain ill-feeling.

The Board of Directors has suggested that the Committee become a standing committee on the Council of Community Services and is of the opinion that there is a real responsibility on the part of the latter to coordinate welfare services to immigrants.

The Ad Hoc Committee is composed of the following members: Mr. Max E. Levy (chairman), Mr. E.S. Bishop, Miss Mary Morrison, Mr. W.M. Nicholls, Mrs. G.R. Welsby, Mr. A. Westcott.

As the welfare of immigrants is greatly influenced by national policies your local Council committee has a liaison relationship with the Committee on the Welfare of Immigrants of the Canadian Welfare Council.

Max E. Levy,  
Chairman.

V. JOINT COMMITTEE ON MULTIPLE APPEALS - In response to letters received from the Canadian National Institute for the Blind the Community Chest and Council of Community Services set up a joint committee to look into questions raised by campaigns which might represent duplication of appeals and duplication of services.

Members of the joint committee were: Dr. Nelson W. Nix, R.W. Chapman, E.A. Cawker and L.R. Gue. As a first step the joint committee reviewed current legislation both Provincial and City which might regulate the taking or soliciting of public contributions. Provincially, the Public Contributions Act has been in force since 1952. It has required all organizations conducting appeals for health purposes to file an intent to canvass. Amendments to the Act this spring now require all organizations health, and welfare to secure permission before canvassing for funds. In addition a City by-law originally passed in 1922 requires special permission from the City Commissioners before public solicitations can be undertaken.

Letters were also sent to the Chest and Councils of other major Canadian cities to discover what policies were in effect concerning health and welfare fund-raising. The replies received indicate that Edmonton is not alone in this concern about the problem. Some cities have no controlling legislation while others, notably Winnipeg, have definite limitations and requirements for all organizations approaching the public.

To this point, the joint committee has been mainly engaged in fact-finding. It is already apparent, however, the problem and implications of multiple and even at times questionable appeals in Edmonton is a most serious one that merits continuing concern and action. There appear to be no regulations governing the duplication of existing services.

#### SOCIAL WELFARE PLANNING AND RESEARCH

Securing and presenting of appropriate facts is essential to the appraisal of problems in the social welfare field. Upon sound fact-finding rests the development of constructive plans to meet social welfare needs.

The following projects illustrate an emphasis on research techniques aimed at more effective planning.

I. REPORT OF STEERING COMMITTEE ON PROBLEMS OF THE AGING - Last year the Annual Report contained a detailed review of the origin of the aging study, the preparation and distribution of a directory of services for the aging in Edmonton, the pilot survey and report, preparation of a questionnaire and the securing of around 720 interviews with older people, finances for the study, and plans for future steps to be taken.

During the past twelve months the work on the Senior Residents' Survey has been carried forward through a detailed and time-consuming phase. Owing to strict limits on funds available we had to depend on volunteer assistance for a great part of the computational work required. Had we had the funds available up to seven months could have been saved in preparing the essential data for the survey.

The redeeming feature of thorough work in the preparation of a source book is that independent social research specialists have assured us Edmonton has obtained a more intensive and useful source of information about the aging than has ever hitherto been achieved in this country; and the survey probably represents a closer view than has been obtained on any other segment of the population in Canada.

The 155 page source book of facts has been compiled as a major step toward the reports which will follow. Dr. R.L. James, as Research Associate has personally spent hundreds of hours supervising and doing the work required to produce the source book. The Steering Committee has asked Dr. James to prepare a draft of an initial general report from the source book. A series of special reports will follow on items of major concern such as housing, health, employment, recreational services, and auxiliary services. Already the information in the source book has been tapped by local groups interested in the various types of programs for older people and further results of the study are being awaited by other organizations.

Over fifty people have been invited to serve on five working committees to take the information from the source book and review our present services and facilities for older people in Edmonton. Experiences in other cities have shown the value of continuing Council committees on various phases of

problems of older people in a community. It is likely efforts in Edmonton will be carried on for some years to come under the auspices of the Council.

At this time we would like to express our appreciation to the following groups who helped the study financially during the past year:

The Community Chest of Edmonton  
The City of Edmonton  
Civic Employees' Welfare Fund  
Junior Hospital League of Edmonton  
South Side Lions Club  
Alberta Nurses Association

While our appreciation for what has already been achieved is exceedingly great, we count upon the continued support of all those interested and associated with services for the aging in Edmonton.

Mrs. Allan Lobsinger,  
Chairman.

II. COMMITTEE ON STUDY OF THE MISERICORDIA SOCIAL SERVICE DEPARTMENT - This committee has been active since February, 1957, when it began an intensive study of the problem of the unmarried mother and her child in Edmonton, particularly in respect of the services available to her through the Misericordia Social Service Department, the agency which requested the study.

By June, 1957 an interim report was presented to the Board of the Council. At that time the committee was faced clearly with the realization that the agency study undertaken by the committee was only one phase of the frame of reference as set up, and that the second phase would entail a community study which must include representation from other agencies in the community dealing with the unwed mother. The Management Committee was asked to give consideration to the possible need for re-definition of the frame of reference, as several Board members were concerned that some of the "fringe" issues unearthed by the committee were actually of prime importance to the standard of service being rendered to the unmarried mother and her child.

The committee continued the study with the agency, discussing in detail the need for new facilities pointed up by the findings, and what this would entail financially. Late in 1957 it was felt that the findings of the committee were ready for presentation to the Misericordia Hospital Advisory Board Social Service Committee. A highly successful meeting of the two committees was held early in January, and a member of our committee presented the findings at a special meeting held with the entire Advisory Board of the Misericordia Hospital. The Social Service Committee of the Misericordia Hospital thanked the Council Committee for a comprehensive report.

Mrs. C. J. Farrell,  
Chairman.

III. FOSTER CARE COMMITTEE - As reported last year, this Committee submitted a brief to the Commissioners of the City of Edmonton recommending that the City consider establishing, within the City Welfare Department, a suitable Foster-Care program for children who are not wards of the Provincial Government, but who, for adequate social reasons, must be placed outside their own homes for a period of time. We also recommended that steps be taken by the City to draft and pass an appropriate by-law, covering the licensing of homes where three or less non-relative children are kept for remuneration. The licensing of these homes is not presently included in the Provincial Child Welfare Act.

Following due consideration by the Commissioners of the brief, a representative of the Study Group, together with representatives of the Council of Community Services, met with the Mayor to discuss the recommendations and to answer questions raised by City Administration. There was no definite commitment made but the delegation left feeling very hopeful that the recommendation, at least in part, would be accepted.

Time passed without acceptance or rejection of our recommendations. We kept in touch with the situation and were given to understand initial steps would be taken as soon as money could be budgeted for the program.

In February, 1958 we finally wrote the Mayor, stating that the need for non-ward foster program was acute, being keenly felt by community agencies and requested that the basic recommendation be instituted immediately. By the basic recommendation we mean the setting up of a panel of carefully selected and approved foster homes.

On March 4, 1958, we received a reply from the Mayor, stating that the City Welfare Department had agreed to compile a list of approved homes for the use of citizens and organizations interested in care of children. Financial arrangements for such care would be made between the foster parents and persons or organizations concerned.

No dates for the availability of this service were mentioned. We did write again, enquiring about this but did not receive a reply.

The acceptance and initiation of this initial part of the program was gratifying to the Committee and we are hopeful that the full program will gradually evolve.

Mary A. Morrison,  
Chairman.

#### EVALUATION OF SOCIAL WELFARE SERVICES

The Council is in a special position to be of assistance to organizations who wish to have their services evaluated. Sometimes an organization expresses what it considers a need for an additional or extended service to the community. The Council of course has no authority to impose its recommendations on any group. It does however offer a service to those organizations that wish to have their proposals or plans studied in the light of the total needs of the

community. The method used is one which ensures that the organization shares in the process of finding the solution which fits the facts which can be obtained. The Council also receives special requests from the Community Chest for special information or appraisals - in this respect the Council acts as a fact-finding arm of the Community Chest.

I. COMMUNITY CHEST BUDGET COMMITTEE - A close working relationship between the Community Chest and the Council has existed for many years. One of the most important links amongst volunteers is the work of the Budget Committee. Ten of the twenty-one members of the Budget Committee of the Community Chest are appointed by the Council of Community Services. Appointments are made for a three-year term. The Council appointees are selected especially for their understanding and knowledge of services in this city.

The work of the Budget Committee is exacting and carries with it important responsibilities to the community which supports the Community Chest and the agencies which are financed through funds received in the annual campaign. Directions in citizen planning for welfare are implicit in the work on this committee.

II. AGENCY REVIEWS - Last year it was reported the Council was planning to undertake a series of reviews of member agencies of the Community Chest at the request of the Budget Committee. A special committee was set up to conduct a review with one of the member agencies. An appraisal of the approach taken showed it would be impossible for the Council to conduct as intensive studies with all the agencies. It is thought now informational reports might be prepared with much less effort and still provide the Budget Committee with useful and up-to-date information for their purposes.

### COMMUNITY OUTREACH

The development of public understanding of social welfare services in the community is a constant concern of the Council. Hence, the Council seeks to provide opportunities for a broader and more accurate knowledge of the wide variety of problems and services to be found in this community.

I. MEMBERSHIP AND PUBLIC RELATIONS COMMITTEE - This Committee is ending its second year as a functioning sub-group of the Edmonton Council of Community Services. Basically, this past year, the Committee has attempted to maintain and expand membership in the Council and to interpret through several meetings - council program.

The Fall Institute, held in November for the second year, was the first major project to receive attention. The theme "Let's Share the Task" followed the 1957 Institute held under the title "Teamwork in Our Growing City". There were over 100 delegates representing 46 public and private organizations. It would seem after reviewing this response to the second Institute that it will become an annual affair. This means that a fresh appraisal must be made of the objectives of the Institute. Originally held to demonstrate the effectiveness

of agency cooperation, it would seem that as an annual event cooperative effort will be taken for granted and the educational aspects will need to be stressed.

Those participating in the Institute have been acknowledged in its report but mention should be made again of the fine contribution made to it by so many people in this community. Following the Institute, the Committee was anxious that general meetings should be carefully planned and executed. By direction of the Board, therefore, three meetings have been held on the following topics:

1. The Social Security Conference - Ottawa.
2. Trends in Welfare Planning.
3. What can Public Relations mean to your organization?

It should be noted that official representatives from 61 organizations have attended these various programs.

At an early meeting of the Board of Directors, the President, Mr. Bishop, pointed out that public relations and publicity had, to say the least, not been fully explored by the Edmonton Council of Community Services. Rising to this challenge the committee discovered that in its twenty month existence, very little attention had been given to the development of a sound public relations policy. Most effort had been expended in the Institute and programming for subsequent general meetings.

A sub-committee was therefore established to take a careful look at public relations policy.

The first report to the Board suggested closer liaison between Board members and member agencies. This, it was thought, could be done by a program of visitation. In exploring for a method of implementation, however, it became clear that in some respects the public relations function of the Edmonton Council of Community Services would overlap considerably with the public relations function of the Community Chest.

Under further study, the committee reached some basic conclusions:-

1. That a sound program of public relations begins within an organization.
2. That a sound public relations program must have a well-established line of communication to channel information from agency to the public at large.
3. That a sound public relations program needs to be directed through one person if possible. That person would need to be in constant touch with the mass media and informed on the techniques of publicity.

The committee subsequently presented the following recommendation to the Board of the Edmonton Council of Community Services: that early consideration be given by the Edmonton Council of Community Services and the Community Chest to the development of a coordinated program of publicity and public relations.

It is recommended that the membership and public relations committee continue to encourage all eligible organizations to join the Council. It is further recommended that the problem of a public relations policy be followed to a conclusion. This should be the challenge in the coming program year.

The Committee would like to acknowledge the work of the Council staff in the preparation of minutes and reports. Mrs. Welsby, in particular, has personified cooperation.

C.A. Westcott,  
Chairman.

II. CERTIFICATE COURSE ON SOCIAL WELFARE - This development is reported because it is and has been a matter of continued and great interest of the Council to see that educational opportunities are provided for those employed in the Welfare field.

Under the Department of Extension of the University of Alberta and in cooperation with the Provincial Department of Public Welfare a Certificate Course in Social Work was begun last January. Staff and lay members of the Council and member agencies had been active during previous months preparing outlines for the five sections of the course and have assisted in lectures provided in the first section of the course. The course is planned for those workers without formal training in the field. The program is not intended to take the place of professional training as offered at schools of social work. Over a hundred full-time workers in public and voluntary agencies in Edmonton and Calgary are now pursuing this course and results so far have indicated a great deal of interest.

The course conducted in evening classes will take approximately three years to complete. An advisory committee is responsible for the maintenance of standards and planning for the program of the course.

In addition to this course other possibilities for educational opportunities have been pointed out. There is a need for a short term course for citizens who are associated with welfare agencies as volunteers. Also, occasional refresher seminars would be of value to professionally trained social workers in the province.

III. RELATIONSHIPS WITH THE CANADIAN WELFARE COUNCIL - During the past year several members of the staff of the Canadian Welfare Council have visited Edmonton and on each occasion every effort has been made to provide opportunities for members of the community to hear and meet with these people. The Council of Community Services is a member of the Canadian Welfare Council.



Several of our active committees have counterparts at the national level. The Canadian Welfare Council provides consultation on various problems which are of local concern.

In January Mr. Bishop, Council President and Superintendent of the Welfare Department, City of Edmonton attended the Canadian Welfare Council Conference on "Issues in Social Security". He later reported on the Conference at a general meeting of the Council. The Executive Director served on a special committee which has prepared a country-wide report on "Councils in Modern Perspective". This new document will be of a great deal of value to those who are especially interested in recent developments in the Council field. Mrs. J.R. Love has served as chairman of the local membership committee of the Canadian Welfare Council and reports an increased interest in individual membership in the Canadian Welfare Council by citizens in Edmonton.

#### CENTRAL SERVICES OF THE COUNCIL

As the Council is essentially a clearing house for its member groups it does not undertake the operation of any direct services in the community. Exceptions are made where services of a central coordinating nature should logically be carried on by the Council.

I. CHRISTMAS BUREAU REPORT - The Christmas Bureau was started seventeen years ago to assist needy families at Christmas time. It registers the names of families who are in need, and makes them available to organizations and individuals who are willing to give help. It also acts as a confidential clearing house to ensure that some families will not receive assistance from more than one source while others are left to their own inadequate resources. By functioning in these ways the Bureau is able to direct gifts of money, food, clothing, and toys to specific families. Cash donations to the Bureau are distributed by recognized welfare agencies who are best able to assess the needs of a family, and its ability to handle money.

The statistical report compiled at the close of the 1957 season shows that the Bureau was instrumental in helping 1140 needy Edmonton families, and 13 organizations. The assistance came from 122 groups in 85 organizations, and 63 private citizens. Cash donations amounted to \$827.29. Registered duplications totalled 169, of which 123 were prevented. These figures, in all categories, show a gratifying increase over previous years.

Among the many acts of kindness that could be reported the Bureau is happy to note the following: a significant contribution was made by school children, more schools having organized for Christmas giving than ever before; for the second consecutive year an industrial firm sent a cheque for the amount it would have spent on an office party; a city fireman donated 100 toys that he had collected and repaired; and he has offered, in the coming season, to repair broken toys as they become available from the department stores.

As in past years, we are indebted to the Edmonton Journal, all the Radio Stations, and CFRN-TV for generous publicity. We are also grateful to the many contributors who gave of their money and goods, their time and skill to help make the Christmas season a happier one for many families.

Mrs. Mary R. Collier,  
Chairman.

II. REPORT OF THE STUDY COMMITTEE ON THE SOCIAL SERVICE EXCHANGE AND THE NEED FOR A COMMUNITY INFORMATION AND REFERRAL SERVICE - The committee met four times and its sub-committee on three occasions. The purpose of this study is to:

- 1) Evaluate the results of the social service exchange suspension.
- 2) Gather data re the community need for an information and referral service.

It will be recalled that the Social Service Exchange suspended action in May 1957, tentatively, for a twelve month period. There were four factors leading to this trial suspension:

- 1) A change in casework philosophy.
- 2) Clients readily seemed to give information about their contacts with other agencies.
- 3) The staff time required by the registration process did not seem justified by the value received.
- 4) A Social Service Exchange can function effectively only if all agencies are registering.

From the year's observations it is generally agreed that the suspension has not adversely affected the agencies' service to clients, but the committee would recommend that temporary suspension be continued for further study because of a possible relationship between a social service exchange and an information and referral service. Is the one an integral part of the other?

The second study undertaken by the committee was to gather data re the community need for an Information and Referral Service which, it should be noted, is not a casework service but exists to receive and give information to individuals and organizations about existing help, welfare, and recreational services. Unmet community needs would also be revealed to such an agency.

Consequently, from cities in Canada and the United States of America where such bureaus are in operation, brochures, bulletins and information was gathered and reviewed. Following this study a questionnaire was prepared by your committee and will be forwarded to community agencies requesting information and thinking re the need and value of such a bureau for the City of Edmonton.

Miss A. Marchand,  
Chairman.

III. CONSULTATION - One of the most frequent forms of staff service required by different organizations might be described as 'consultation'. Information, suggestions and guidance on particular problems of a general or specific nature are constantly requiring careful thought, study and examination. It is difficult to put the enquiries in categories - they may include suggestions for suitable projects for service groups, information about the latest thinking and practice as it pertains to some area of welfare work, special problems in securing suitable staff, interviews with people interested in professional training in social work.

Most of this work must, because of its nature, remain confidential. Yet by its variety and extensiveness it daily indicates one value of the Council as a clearing house for agency concerns; the content of these requests also reflect the community's active interest in the needs of its citizens.

IV. DIRECTORY OF COMMUNITY WELFARE SERVICES - As the last 'Directory' was published in January, 1957 a new booklet was not prepared during the past year. However an extensive revision was published recently and sent out to all those who had received copies of the Directory of Welfare Services. From reports of agencies and individuals active in the welfare field the directory serves an important purpose in providing information on social services available in the health, welfare and recreational fields.

V. INFORMATION - REFERRALS - SPEAKERS - As a central service of the Council there are daily requests for information on a wide variety of subjects. Every effort is made to help enquirers to obtain useful information about services available to help them meet their problems. A large number of speaking engagements on social welfare topics have been fulfilled by lay members and professional staff during the past year.

MEMBER ORGANIZATIONS

of  
EDMONTON COUNCIL OF COMMUNITY SERVICES

Alberta Tuberculosis Association  
All Peoples' Mission  
Anglican Council for Social Service

Beulah Home  
B'nai B'rith Youth Organization  
Boy Scouts Association, Edmonton District Council

Canadian Arthritis & Rheumatism Society  
Canadian Legion B.E.S.L., Edmonton Montgomery Branch  
Canadian Mental Health Association (Edmonton Branch)  
Canadian National Institute for the Blind  
C.N.I.B. Edmonton Women's Auxiliary  
Central Volunteer Bureau  
Charles Camsell Indian Hospital  
Citizenship Council (Edmonton)  
Council of Churches (Edmonton and District)  
Community Planning Association of Canada, Edmonton Region Branch

Department of Veterans Affairs

Edmonton Creche Society  
Edmonton Men's Association for Health and Physical Education and Recreation  
Edmonton Public Library  
Edmonton & District Trades and Labour Council  
Edmonton Women's Physical Education & Recreation Association  
Elizabeth House Guild  
Emergency Homemaker Service  
Edmonton Association of the Deaf  
Edmonton Jewish Welfare Society

Family Service Bureau  
Friendship Club Board

Girl Guides Association  
Good Samaritan Hospital  
Gray House Guild

Home for Ex-Servicemen's Children

Imperial Order Daughters of the Empire

John Howard Society  
Junior Hospital League

Kinsmen Club

Member organizations (cont'd)

Ladies Junior Chamber of Commerce  
Local Board of Health  
Local Council of Women

Misericordia Nursery & Social Service Department  
Marian Centre

National Employment Service, Unemployment Insurance Commission  
National Council of Jewish Women of Canada, Edmonton Section

Our Lady of the Atonement Home

Provincial Guidance Clinic

Rehabilitation Society for the Handicapped (Edmonton)

Salvation Army  
St. John Ambulance  
St. Mary's Home Technical School  
Sisters of Service, Residential Club  
Society for the Prevention of Cruelty to Animals

United Church of Canada, Edmonton Presbytery  
University of Alberta, Department of Extension  
University Outdoor Clinic  
University Women's Club

Victorian Order of Nurses

Welfare Department of the City of Edmonton

Young Men's Christian Association (Edmonton)  
Y's Men's Club of Edmonton  
Young Women's Christian Association

Zonta Club of Edmonton

AUDITORS' REPORT TO THE MEMBERS

We have examined the balance sheet of the Edmonton Council of Community Services as of December 31, 1957 and the statements of income and expenditure, surplus, and receipts and disbursements for the year ended on that date, and have obtained all the information and explanations we have required. Our examination included a general review of the accounting procedures and such tests of the accounting records and other supporting evidence as we considered necessary in the circumstances.

In our opinion the accompanying balance sheet and statements of income and expenditure, surplus, and receipts and disbursements are properly drawn up so as to exhibit a true and correct view of the financial position of the organization as of December 31, 1957 and the results of its operations for the year ended on that date, according to the best of our information and the explanations given to us and as shown by the books of the organization.

(Signed) PEAT, MARWICK, MITCHELL & CO.  
Chartered Accountants.

Edmonton, Alberta  
March 20, 1958.

EDMONTON COUNCIL OF COMMUNITY SERVICES

Balance Sheet  
December 31, 1957

Assets

Current assets:

Cash	\$ 685.20
Account receivable	8.30
Prepaid fire insurance	<u>3.68</u>
	697.18

Fixed assets, at cost:

Furniture and fixtures	\$ 1,755.18
Less accumulated depreciation	<u>1,381.09</u> <u>374.09</u>
	\$ <u>1,071.27</u>

Liabilities

Current liabilities:

Due to Community Chest of Edmonton	\$ <u>258.68</u>
	258.68

Surplus

	<u>812.59</u>
	\$ <u>1,071.27</u>

(Referred to in the accompanying report of Peat, Marwick, Mitchell & Co.,  
Chartered Accountants, dated March 20, 1958)

EDMONTON COUNCIL OF COMMUNITY SERVICES

Statement of Income and Expenditure  
Year ended December 31, 1957

Income:

Funds received through participation in the Community Chest of Edmonton	\$ 17,180.00
Directory sales	102.50
Registration fees, Fall Institute meetings	700.00
Funds received from the Community Chest of Edmonton for staff training	700.00
Funds received for the Christmas Bureau	524.29
Excess of income over expenditure, Youth Services Division (schedule 1)	<u>95.91</u>
	<u>19,302.70</u>

Expenditure:

Salaries	\$ 13,406.06
Pension contributions	405.00
Rent	836.50
Stationery and office supplies	348.90
Printing and mimeographing	807.15
Maintenance of office equipment	85.05
Books and publications	90.91
Postage	183.11
Telephone and telegraph	258.87
Audit fee	73.36
Membership fees	90.69
Meeting expenses	163.62
Conference and travel	327.92
Transportation, parking and car allowance	304.80
Fire insurance	3.15
Publicity	29.60
Fall Institute meetings	700.00
Staff training	700.00
Christmas Bureau	506.29
Excess of expenditure over income, "The Study of the Aging" (schedule 2)	.15
Depreciation	175.52
Sundry	<u>50.46</u>
	<u>19,547.11</u>
Net loss	\$ <u><u>244.41</u></u>

Statement of Surplus

Amount at December 31, 1956	\$ 1,057.00
Deduct net loss year ended December 31, 1957	<u>244.41</u>
Amount at December 31, 1957	<u><u>812.59</u></u>

EDMONTON COUNCIL OF COMMUNITY SERVICES

Statement of Receipts and Disbursements  
Year ended December 31, 1957

Receipts:

Community Chest of Edmonton	\$ 17,180.00
Directory sales	102.50
Gifts designated for specific purposes	<u>9,069.91</u>
Total receipts	26,352.41

Disbursements:

Salaries	\$ 13,613.31
Pension contributions	405.00
Rent	836.50
Stationery and office supplies	348.90
Printing and mimeographing	807.15
Maintenance of office equipment	85.05
Books and publications	90.91
Postage	183.11
Telephone and telegraph	258.87
Audit fee	73.36
Membership fees	90.69
Meeting expenses	163.62
Conference and travel	327.92
Transportation, parking and car allowance	304.80
Publicity	29.60
Gifts allocated to specific purposes	8,557.00
Sundry	<u>50.46</u>
Total disbursements	<u>26,226.25</u>
Excess of receipts over disbursements	126.16

Represented by increase in funds, as follows:

Cash in bank and on hand, December 31, 1956	559.04
Cash in bank and on hand, December 31, 1957	<u>685.20</u>
	<u>126.16</u>



## EDMONTON COUNCIL OF COMMUNITY SERVICES

## Youth Services Division

Statement of Income and Expenditure  
Year ended December 31, 1957

## Income:

Funds received from the Community Chest of Edmonton	\$ 1,000.00
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## Expenditure:

Salaries	\$ 2,074.20
Rent	127.00
Stationery and office supplies	56.04
Printing and mimeographing	40.00
Maintenance of office equipment	15.00
Books and publications	10.41
Postage	32.00
Telephone and telegraph	40.00
Audit fee	6.64
Conference and travel	74.05
Transportation, parking and car allowance	79.80
Travelling expenses, telephone calls, etc. re prospective employee	145.32
Moving expenses, new staff member	1,540.47
Additions to office equipment, furniture and fixtures	599.56
Sundry	29.83
	<u>4,870.32</u>

Deduct amount received from The City of  
Edmonton (note):

80% of expenditure in 1957 of \$4,870.32	\$ 3,896.26		
80% of expenditure in 1956 of \$87.02	<u>69.97</u>	<u>3,966.23</u>	<u>904.09</u>
Excess of income over expenditure		\$	<u><u>95.91</u></u>

## Note:

The City of Edmonton has agreed to pay 80% of expenditure incurred in the first year of operation of the Youth Services Division.

EDMONTON COUNCIL OF COMMUNITY SERVICES

"The Study of the Aging"

Statement of Income and Expenditure  
Year ended December 31, 1957

Income:

Funds received from:

Community Chest of Edmonton	\$ 500.00
The City of Edmonton	750.00
Civic Employees' Welfare Fund	250.00
Junior Hospital League of Edmonton	500.00
South Side Lions Club	100.00
Alberta Nurses Association	25.00
Other	<u>3.50</u>
	2,128.50

Expenditure:

Services of professional consultant and assistant	\$ 804.95
Interviews	822.00
I.B.M., service charges, coding costs, etc.	483.50
Postage	<u>18.20</u>
	<u>2,128.65</u>
Excess of expenditure over income	<u>\$ .15</u>